

Subject : ECOMMERCE AND BUSINESS  
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# Social Commerce

Social Commerce is the Subset of E Commerce.



# **Social Commerce**

Social Commerce is the Subset of E Commerce. It May be Defined As Social Commerce is the Form of Electronic Commerce Which Uses the Platform Called Social Media. This Social Media Are the Social Networking Websites, Which Are Used by the various Business Houses As the Strong Platform to Promote And Sell their Product And Services.

## **Reason Behind Social commerce**

Marketing is Quite Easy Through Advertising the Product in TV, Newspaper, But Now A days People Hardly find time to Sit In front of TV to See the Details of the Product's Specification. Social Website Gain Its Popularity Which Drives Marketers for Using Such Social Media As the Platform to Make Their Marketing Strategy Successful. Previously, It Thought that All the Markets Were the Conversion Place Between the Buyer And Seller. But In The outlook of Social Marketing, All the Conversations Become Market.

# **Definition of Social Commerce**

Social Media Is Also Termed As S Commerce is the Use of the Social Media Websites in the Context of E Commerce Transactions. These Social Media Are the Social Networking Websites that Are Used by the Various Business Houses As the Powerful Tool to Promote And Sell the Products And Services. It is the Subset of the Electronic commerce That Involves Using Social Media That Supports Social Interaction And User Contributions, To Assists in the Online Buying And Selling the Products And Services.

It is The Collaborative E Commerce Tools , To Get Advice From Trusted Individuals, Find Goods And Service And then Purchase Them. Social Commerce Is All About Quality Content Generated By The Users.

# Social Commerce Is the Concept of Word-of-Mouth Applied to E Commerce

- Social Commerce is the Social Activity And Its Shopping Oriented Social Media Marketing Happens to be Associated With Shopping Oriented Activity.
- Social Commerce is All About Customers With Similar Interest, Passions, And Needs Collectively Engaging IN Conversations Related to Product And Services.
- Social Commerce Invites the Targets Audience To Play the Active Participation In Merchandising The Products and Services.
- Social Commerce is All About Quality Content Generated By the Users To Provide the Product Information To Enable the Brand Information.
- Social Commerce is Redefining the Way Brands And Retailers Are Interacting With Customers.

# **Features of Social Commerce:**

- **Usage of Social Media As the Platform:** Social Media Includes Social Networking That Are Used by the Business Houses As the Powerful Tool to Promote And Sell the Product And Service.
- **Social Review:** In the View of Social Commerce, Buyer Makes the Decision to Buy the Product Not Based on the Description Given by the Seller rather Than Based on Reviews Based By the Other Users.
- **Feedback And Recommendation:** Buyers of the Any Products Actively Participate To Give Their Feedback And Recommendation of the Particular Product.
- **Availability of the Various Portfolio:** After making the Comparison Between the Relate Product, the Buyers Makes the Choice on the basis of the Portfolio of All Offers, Reviews And Recommendation.
- **Context:** At Present, Social Commerce Is Also Tuned With the Mobile Commerce.
- **Communities:** Users Can Join Different Community Based on Their Interest, Which help them to Get More Insights of the Social Commerce on Their Interested Products.
- **Notifications:** Users Get Personalised Notifications for the different Activities.

## **Benefits of Social Commerce:**

- Attracting Online Visitors Through Attractive Website By Using Various Information Technology Which helps to Many Visitors, Who Are Currently Looking for the Particular Product.
- The Concept of the Social Commerce Depends Upon community Based on their Interest Which Help them to Get More Insights on Their Interested Products.
- It Leads to Consistent Audience Growth Through Engaging More Consumers And Conversion Visitors to Consumers.
- It Leads to Highest Search Engine Ranking By the Sharing content to the Respective Websites.
- It Measuring And Evaluating the Performance
- It Is the Two Way Communication Process
- Buyers Sharing their Outlook And Opinion Through Comments to Reach the Large Audience.
- Increase Brand Loyalty And Preferences
- It Creates Connectivity Among different People of Different Locations.



# Types of Social Commerce:

- **Platform for Peer to Peer Sales:** It Is the market Place Where Individuals Can easily Market And Sell Their Product To Other Individual Through Various Online E Commerce Channels
- **Group Buying:** When the Large Group of The People Shows Some Interest of the Particular Product Or The Service.
- **Group Recommendation:** In The Various Social E Commerce Websites Products And Service Are Purchased Based on The Review And Recommendation by the Other Users
- **Participatory Commerce:** Various Social Web Portals Involved the Customer Directly In the Process of the Production

# Digital Marketing

## Definitions:

Digital Marketing is the Promotion of the Products or Brands Through One or More Form of the Digital Technologies On the Internet Such As Social Media, Mobile Phone, Display Advertising, Or Any Other Digital Platform.

It is the Marketing Activities That Use the Electronic Device or Internet.

It Is Also Termed As Internet Marketing, Online Marketing, Web Marketing

# Objectives of Digital Marketing

- **Creating Brand Awareness:** When People Starts Sharing the content of the Web Pages, It Will be Seen By the Other Users Will Lead To Brand Awareness.
- **Enhancing connectivity:** Enhancing the Interactions And Connectivity Amongst the Target Audiences.
- **Increase Market Share:** Developing the Market Segmentation And Increase the Market Share on the Basis of the Product.\_It Uses the\_Latest Trend of the Marketing Strategy Which Help to Earn the Highest Revenue And Increased Return on Investment(ROI)
- **Increased Brand Loyalty:** It is All Quality Content Generated By the Users
- **Satisfying The Consumer's Needs:** Consumer's Satisfaction is the Main Focus And It Will ne Successful By the Regular Interaction With the Consumers
- **Wide Coverage And Instant feedback: To reach wider section of the Large Consumers**

# Methods of Digital Marketing

- **Content Marketing:** It Ensures the Quality Content Will be the Core of Every Marketing Activity.
- **Search Engine Organisation:** By Optimising the Content For the Search Engine of the Business Houses Can Grow Overtime. Example: Positioning Website Titles, Description And Loading Speed.
- **Search Engine Marketing:** Example: The Ads Put on the particular Web Search Engine.
- **Social Media Marketing:** The Process of Using the Social Media Platform has Changed the Way of The Marketing. The Combination of Social Media Platform And Smartphone Facilitated the Process of the Social Media Marketing
- **Pay Per click Advertising:** Example: Display Advertising
- **Email Marketing:** It is the Use of the Electronic Mail As the Platform to Promote the Products or the Services
- **Television Advertising:** Most Popular Strategy for Promoting Goods And Service

# **Limitations of Digital marketing:**

- **Limitation of Internet Accessibility**
- **Dependability of the Technology**
- **Highest Competition**
- **Highest Cost**

# Social Media

## Objectives of Advertisement in Social Media:

- **Good Connectivity:** Users of Social Website Actively Participate To Share Their Views on the Respective Social Websites. The Websites Creates Good Connectivity Among All the People of the Different Locations.
- **Brand Promotion:** The Basic Objective of the Marketers to Promote Brands And Their Content Through the Attractive Websites.
- **Highest Search Engine Ranking:** Advertisement in Social Media Leads to Highest Search engine Ranking By the Sharing Links to the Contents on the Websites.
- **Consistence Audience Growth:** A well turned-out Websites Helps to create a center attention of the New Visitors
- **Developing Good Correlation:** Some Websites Encourage People to Connect the Business Platforms.

## Procedure of the Social Media Advertising

**Registration the name of the User in the Website And Create An Account to Develop the Social Identity**



**Selecting the Category Relating to the Particular Product And Giving the Page Name Which represents the Products Belongs to**



**The Perfect Picture or logo That is Suitable for the Particular Product**



**A Short Simple And suitable Brief Description Needs to be Created for the Particular Product**



**A Proper Background to be Preferred for the Particular Product Will Match the Description of the Product**



**A Web address Or Web page Required to be Set for the Particular Users**



**Start Targeting And Potential Audiences**

# **Advantages of Social Media**

- **Cost Effectiveness**
- **Increase Brand Awareness**
- **Improved Brand Loyalty**
- **Increase Consumer satisfaction**
- **Reaching Wide Variety of the Customer**
- **Improved search engine Ranking**





Thank You